

Application No. 10/656,865  
Amendment Dated December 21, 2005  
In Reply to Office Action Dated May 12, 2005

**REMARKS**

Claims 11-19 are pending.

Claims 11-19 stand rejected.

Claims 12 and 13 have been cancelled without prejudice.

Claims 11 18 and 19 have been amended.

Claims 11 and 13-19 are submitted herein for review.

No new matter has been added.

In section one the Office Action, the Examiner has objected to claim 19. Applicant has amended this claim in such a way that the grounds for objection have been removed.

In section two of the Office Action, the Examiner has rejected claims 11-16 under 35 U.S.C. § 102(e) as being anticipated by either Brown (U.S. Patent No. 6,629,800) or Wilen (U.S. Patent No. 6,752,427). Additionally claims 17-19 have been rejected under 35 U.S.C. § 103 as being unpatentable over either Wilen or Brown in view of Long (U.S. Patent No. 6,572,149).

Applicant respectfully disagrees with the Examiner's rejection and submits the following remarks in response.

The present invention as claimed in independent claim 1 is directed to an advertisement display for placement within a printed publication having at least one page with a first image thereon, the image having a plurality of visual elements. The display has a first panel attached to the page and has a second image which substantially identical to a portion of the first image. The second image has a first variation to at least one visual element relative to a corresponding visual element on the first image such that when the first panel is placed on the page over the

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first image, the second image on the first panel aligns with the first image.

A first edge is located on the first panel and a second panel is attached along this first edge, such that the second panel is configured to be folded onto the first panel along the edge. The second panel has a third image thereon which is also being substantially identical to a portion of the first image, the third image on the second panel includes a second variation relative to the corresponding visual element of the first image, such that when the second panel is placed on the page over the first image, the third image aligns with the first image. The first and second variations to the corresponding visual element are different from one another.

Such amendments are supported by the original specification as filed. See for example the discussion on page 12 where the first image on the page is of a woman's eyes having a first visual element such as a makeup pattern. Panels having the same eyes but different visual elements, such as different make-up patterns, can be viewed by flipping the panels onto one another showing varied make up patterns on the same woman.

In this arrangement the present invention provides a device for comparing differing visual aspects against a single base image. For example, consumers by flipping those images can visualize how different eye makeup shades can affect the overall appearance of a woman's face.

The cited prior art does not teach or suggest the present invention as claimed. For example, Brown teaches a foldable map book with many panels. However, there is nothing in Brown to suggest a first image on sheet and second similar image on a second panel where each image has corresponding visual element that is different on the first and second images. Rather,

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the multi panel map of Brown is simply used to provide a convenient way to fold a large image and its accompanying tables.

Similarly, Wilen teaches a folding booklet with multiple foldable panels, the purpose of which is to provide a manner for folding a large amount of information down into a smaller size, while maintaining easy folding and unfolding steps. However, like Brown, Wilen does not teach a first image on sheet and second similar image on a second panel where each image has corresponding visual element that is different on the first and second images.

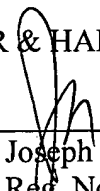
As such, Applicant submits that neither of the cited prior art references teach or suggest the present invention as claimed and respectfully request the rejection of independent claim 11 be withdrawn. Also, as claims 13-19 depend therefrom, these claims should be allowed for the same reason.

In view of the forgoing, Applicants respectfully submit that pending claims 11 and 13-19 are now in condition for allowance, the earliest possible notice of which is earnestly solicited. If the Examiner feels that an interview would facilitate the prosecution of this Application he is invited to contact the undersigned at the number listed below.

Respectfully submitted,

SOFER & HAROUN, L.L.P.

By

  
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Joseph Sofeer  
Reg. No 34,438  
317 Madison Avenue  
Suite 910  
New York, NY 10017  
(212) 697-2800

Dated: 12/21/05